



COMMONWEALTH of VIRGINIA


DEPARTMENT OF EDUCATION

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SNP Memo #07-08-08

To: Directors, Supervisors, and Contact Persons
School Nutrition Programs

From: Lynne A. Fellin, Acting Director
School Nutrition Programs 

Date: September 12, 2007

SUBJECT: Fruits & Veggies – More Matters™ Month

Fruits & Veggies – More Matters™ Month is a national effort to get Americans to understand the importance of fruits and vegetables to their health. This year the Centers for Disease Control and Prevention (CDC) and the Produce for Better Health Foundation (PBH) have collaborated to create an educational resource, *Explore the World with Fruits and Vegetables*.

The education materials include:

- **Leaders Guide** - This guidebook provides ideas and resources for success. Information on working with schools and the media is provided for nutrition and education professionals. An order form for materials, press release and helpful websites is also provided.
- **Brochure** - The tri-fold brochure for adults urges them to try new flavors with fruits and vegetables by using spices or different cooking techniques to give fruits and vegetables unique international taste.
- **Poster** - The poster depicts children from different regions of the world with the title: Fruits and Veggies – We Want More! This title is translated into other languages surrounding collages of fruits and vegetables common in different regions and cuisines of the world.
- **Interactive Worksheets** - The four interactive worksheets of varying complexity show fruits and vegetables used in international cuisine. Users are given clues pertaining to their use in different countries and asked to identify them.

- **Adult Recipe Cards** - A set of 20 recipes provides adults many tasty ways that they can prepare fruits and vegetables from around the world.
- **Kid Recipe Cards** - Recipe cards for kids provide easy, tasty ways to prepare and serve the fruits and vegetables from around the world that the children learn about. There are 10 recipes included in this collection.

Electronic versions (in PDF format) are available on the [CDC Fruit and Vegetable Website](#). If you would like to order printed copies of the materials, please contact PBH at (888) 391-2100 or www.pbhcatalog.com.

If you have any additional questions about Fruits & Veggies – More Matters™ Month, please contact Tara Simpson at (770) 488-5435 or enf8@cdc.gov.